

## Message Text

PAGE 01 STATE 210619

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ORIGIN COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 USIA-15 /035 R

DRAFTED BY COM/BIC/OIM/TTHOMAS/BJP  
APPROVED BY EB/OCA/CM/SPHARRIS  
COM/BIC/OIM/DM/EWTATGE  
COM/BIC/OIM/RGARNITZ  
STATE/EUR/RPE/RBRESLER  
STATE/EB/OCA/CBERLIN  
STATE/EB/OCA/CM/SHARRIS

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R 250123Z AUG 76  
FM SECSTATE WASHDC  
TO AMCONSUL BARCELONA  
AMEMBASSY BELGRADE  
AMEMBASSY BONN  
AMCONSUL DUSSELDORF  
AMCONSUL FRANKFURT  
AMEMBASSY THE HAGUE  
AMEMBASSY HELSINKI  
AMEMBASSY LONDON  
AMEMBASSY MADRID  
AMCONSUL MILAN  
AMEMBASSY PARIS  
AMEMBASSY ROME  
AMEMBASSY STOCKHOLM

UNCLAS STATE 210619

E.O. 11652: N/A

TAGS: BEXP, OCON

SUBJECT: WESTERN EUROPE COMMERCIAL OFFICER CONFERENCES, THE  
  
HAGUE AND MILAN

REF: STATE 182673

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--- DRAFT AGENDA

--- THE HAGUE - OCTOBER 20-22, 1976

--- MILAN - OCTOBER 26-28, 1976

EVENING BEFORE FIRST DAY

1830 - 2000 RECEPTION HOSTED BY PRINCIPAL OFFICER

FIRST DAY

0845-0900 CHAIRMAN CALLS CONFERENCE TO ORDER; WASHINGTON

DELEGATES INTRODUCED; ADMINISTRATIVE ANNOUNCEMENTS

0900-0915 WELCOMING REMARKS BY PRINCIPAL OFFICER

0915-0935 KEYNOTE ADDRESS ON U.S. ECONOMY AND EXPORTING  
BY ACTING DEPUTY ASSISTANT SECRETARY FOR INTERNATIONAL  
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0935-0945 QUESTIONS AND ANSWERS

0945-1000 KEYNOTE ADDRESS BY DEPUTY ASSISTANT SECRETARY  
FOR COMMERCIAL AFFAIRS, STATE

1000-1015 QUESTIONS AND ANSWERS

1015-1045 BREAK AND GROUP PHOTOGRAPH

1045-1115 U.S. BUSINESS COMMUNITY/COMMERCE PERCEPTION OF  
SUPPORT NEEDED FROM FOREIGN SERVICE COMMERCIAL SECTIONS  
PRESENTATION BY DIRECTOR, COM, BIC, OIM

1115-1145 DISCUSSION - QUESTIONS AND ANSWERS

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1145-1215 OFFICE OF COMMERCIAL AFFAIRS (OCA) PRESENTATION  
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1515-1530 BREAK

1530-1630 WORKSHOPS ON OIM PROGRAMS

1630-1730 REPORTS OF THE WORKSHOPS AND FULL GROUP DISCUSSION

SECOND DAY

MILAN

0850-0900 CHAIRMAN CALLS CONFERENCE TO ORDER; ADMINISTRATIVE ANNOUNCEMENTS

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0900-0945 PANEL OF THE WHOLE NO. 1 -- CONDUCT AND MANAGEMENT OF MARKET RESEARCH AT POSTS

0945-1045 PANEL OF THE WHOLE NO. 2 -- ROLE OF THE CCP IN RESOURCE MANAGEMENT

1045-1100 BREAK

1100-1200 PANEL OF THE WHOLE NO. 3 -- DEVELOPING TRADE AND OTHER CONTACTS IN THE MARKETPLACE

1200-1245 PANEL OF THE WHOLE NO. 4 -- ORGANIZATION OF A COMMERCIAL SECTION

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1415-1500 OFFICE OF FIELD OPERATIONS (OFO) PRESENTATION BY DEPUTY ASSISTANT SECRETARY AND DIRECTOR OF OFFICE OF FIELD OPERATIONS

1500 1515 QUESTIONS AND ANSWERS

1515-1600 OFFICE OF EXPORT DEVELOPMENT (OED) PRESENTATION BY DIRECTOR, OEC, BIC

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0945-1015 QUESTIONS AND ANSWERS

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1100-1115 QUESTIONS AND ANSWERS

1115-1200 INTERNATIONAL ECONOMIC POLICY AND RESEARCH  
(IEPR) PRESENTATION BY DIRECTOR, OFFICE OF INTERNATIONAL  
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1200-1215 QUESTIONS AND ANSWERS

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USEC)

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COOPERATION WITH THE FOREIGN SERVICE

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1615-1700 TOPICS AND IDEAS NOT PREVIOUSLY COVERED

17 1700-1745 CAREER MANAGEMENT PANEL DISCUSSION OF THE  
WHOLE

1745-1800 SUMMATION AND CLOSING

2. AS SHOWN ABOVE, AGENDA PRESENTLY INCLUDES TWO WORKSHOP  
SESSIONS ON OIM'S INFORMATION AND EVENT PROMOTION PROGRAMS.  
THESE WILL TAKE PLACE AFTERNOON FIRST DAY FOLLOWING NEW  
PROGRAM INITIATIVES PRESENTATION OF THESE PROGRAMS BY OIM  
REPRESENTATIVE. PROPOSE FOLLOWING OFFICERS CHAIR FOLLOW-  
ING WORKSHOP SESSIONS:

1530-1630 WORKSHOPS ON OIM PROGRAMS---

--- WORKSHOP LEADERS: JOHN FERRITER, THE HAUGE CONF.

--- WILLIAM WALLER, MILAN CONF.

WORKSHOP LEADERS ARE EXPECTED TO GUIDE DISCUSSIONS, BRING-  
ING THEM TO A CONSENSUS OF OPINION AND PREPARE REPORT FOR

GENERAL PRESENTATION AND DISCUSSION FOLLOWING. DISCUSSION SHOULD INCLUDE ENTIRE RANGE OF INFORMATION ACTIVITIES UNDERTAKEN BOTH BY POSTS AND WASHINGTON COUNTRY MARKETING GROUPS IN SUPPORT OF U.S. EXPORT EXPANSION. RESEARCH AND COUNTRY MARKETING INFORMATION PROGRAMS SHOULD BE DISCUSSED, INCLUDING POSSIBLE WAYS TO IMPROVE BOTH INFORMATION, GATHERING AND DISSEMINATION TECHNIQUES.

B. EVENT PROMOTION PROGRAMS---

--- WORKSHOP LEADERS: JOSEPH HARARY, THE HAGUE CONF.  
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--- WILLIAM WHITMAN, MILAN CONF.

WORKSHOP LEADERS ARE EXPECTED TO GUIDE DISCUSSIONS, BRINGING THEM TO A CONSENSUS OF OPINION AND PREPARE REPORT FOR GENERAL PRESENTATION AND DISCUSSION FOLLOWING. DISCUSSION SHOULD COVER ALL PRESENT PROMOTIONAL VEHICLES USED IN WESTERN EUROPE, ALONG WITH ANY RECOMMENDATIONS FOR NEW TECHNIQUES THAT MIGHT BE APPROPRIATE AND FEASIBLE FOR WESTERN EUROPEAN MARKETS. ALSO INCLUDED SHOULD BE A DISCUSSION ON HOW OTHER POSTS MIGHT BETTER COOPERATE WITH THOSE POST'S HOSTING PROMOTIONAL EVENTS IN ORDER TO MAXIMIZE EFFECTIVENESS.

1630-1730 - REPORTS OF WORKSHOPS AND FULL GROUP DISCUSSION

3. ON SECOND DAY, AGENDA PRESENTLY INCLUDES FOUR SEPARATE PANELS OF THE WHOLE. PROPOSE FOLLOWING OFFICER CHAIR PANELS AS INDICATED BELOW:

0900-0945 - PANEL OF THE WHOLE NO. 1 -- CONDUCT AND MANAGEMENT OF MARKET RESEARCH AT POSTS.

--- DISCUSSION LEADERS: EDWARD MARCOTT, THE HAGUE CONF.  
--- LEO CECCHINI, MILAN CONF.

EACH INDIVIDUAL PRESENTATION SHOULD TAKE APPROXIMATE 10-15 MINUTES. IN PREPARING FOR PANEL, YOUR PRESENTATION SHOULD INCLUDE THE FOLLOWING: (A) YOUR VIEWS OF THE OVERSEAS BUSINESS/MARKETING SEMINAR ON RESEARCH TECHNIQUES WHICH WAS HELD IN MAY IN LONDON; (B) WHAT MORE DO YOU FEEL NEEDS TO BE DONE OR WHAT TYPE OF TRAINING DO YOU FEEL NECESSARY TO BRING FOREIGN SERVICE COMMERCIAL OFFICERS TO A HIGHER SKILL LEVEL TO BETTER CONDUCT MARKET RESEARCH; (C) YOUR PERCEPTION OF HOW MARKET RESEARCH IS PRESENTLY BEING CONDUCTED AND WHAT YOU FEEL NEEDS TO BE DONE TO INCREASE POST'S MANAGEMENT OF RESEARCH. FOR YOUR REACTIONS THIS REGARD, CHAPTERS 10 AND 11 FROM "OFFICIAL COMMERCIAL REPRESENTATION ABROAD" WILL BE FORWARDED TO YOU UNDER SEPARATE COVER.

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0945-1045 - PANEL OF THE WHOLE NO. 2 -- ROLE OF THE CCP IN  
RESOURCE MANAGEMENT

--- DISCUSSION LEADERS: BORRIE HYMAN, THE HAGUE CONF.  
--- DICK OWEN, MILAN CONF.

IN PREPARING FOR PANEL, IN ADDITION TO PROGRESS REPORT, THE  
FOLLOWING ADDITIONAL QUESTIONS MIGHT BE CONSIDERED: (A)  
WHAT ARE YOUR VIEWS OF THE GOALS OF THE CCP PROCESS, AND  
HOW FAR HAVE WE COME IN ACHIEVING THESE GOALS?; (B) WHAT

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PROBLEMS HAVE YOU ENCOUNTERED, AND WHAT IMPROVEMENTS OR  
SUGGESTIONS DO YOU RECOMMEND?; (C) ARE THERE ANY CCP  
RELATED PROCEDURES IMPOSED BY WASHINGTON WHICH INHIBIT  
ACHIEVEMENT OF PRIMARY GOAL OF RESOURCE MANAGEMENT?

1100-1200 - PANEL OF THE WHOLE NO. 3 -- DEVELOPING TRADE  
AND OTHER CONTACTS IN THE MARKETPLACE

--- DISCUSSION LEADERS: JOHN BLIGH/WALTER STADTLER  
--- THE HAGUE CONF.  
--- PETER BECKER/JIM DEVLIN, MILAN  
--- CONF.

EACH PRESENTATION SHOULD BE NO LONGER THAN TEN MINUTES TO  
ALLOW FULL DISCUSSION THIS TOPIC. IN ADDITION TO A REPORT  
ON GERMANY'S SPRECHTAG PROGRAM, SOME OTHER POINTS TO  
CONSIDER FOR PANEL DISCUSSION ARE: (A) WHAT MORE CAN BE  
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1200-1245 - PANEL OF THE WHOLE NO. 4 -- ORGANIZATION OF A  
COMMERCIAL SECTION

--- DISCUSSION LEADERS: GUSTAF COONTZ, THE HAGUE CONF.

--- ALBERT ZUCCA, MILAN CONF.

THIS PANEL DISCUSSION SHOULD CONCENTRATE ON HOW TO PHYSICALLY ORGANIZE A COMMERCIAL SECTION. SOME POINTS TO CONSIDER FOR YOUR PRESENTATION WOULD BE: (A) FOR WESTERN EUROPE, SHOULD A COMMERCIAL SECTION BE ORGANIZED ACCORDING TO ISSUES, INDUSTRY SEGMENTS OR GEOGRAPHIC TERRITORIES?; (B) IS THERE A CORRELATION BETWEEN THE ORGANIZATION PATTERN OF A COMMERCIAL SECTION AND THE ABILITY OF A COMMERCIAL SECTION CHIEF TO GET HIMSELF AND HIS PEOPLE TO SPEND MORE TIME MAKING CALLS/CONTACTS IN THE FIELD? WHERE DO LOCAL EMPLOYEES FIT IN?; (C) SHOULD THOUGHT BE GIVEN TO ESTABLISHING IN THE COMMERCIAL SECTION A CENTRAL OR FOCAL POINT, MANNED BY A ---

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HIGHLY TRAINED BUSINESS-EDUCATED LOCAL, TO RECEIVE AND/OR SCREEN BUSINESS VISITORS; ASSISTING WHEN POSSIBLE AND MAKING APPOINTMENTS WITH COMMERCIAL OFFICERS WHEN REQUESTED?

4. ALL PANELISTS REQUESTED CONFIRM TO STATE AND COMMERCE BY SEPTEMBER 6, 1976 THEIR WILLINGNESS TO SPEAK ON OR CHAIR FOREGOING TOPICS.

5. IN AFTERNOON SECOND DAY, AGENDA INCLUDES TWO SESSIONS OF OFFICE OF EXPORT DEVELOPMENT, (OED), PROGRAM WORKSHOPS:

A. INFORMATION PROGRAMS (WTDR, FTI AND ADS)

B. SELLING U.S. PRODUCTS AND SERVICES ( MAJOR PROJECTS/ PRODUCTS, TOP'S, FOREIGN BUYERS)

OED PROPOSES AS CHAIRMAN FOR WORKSHOP A; LARRY WILLIAMSON FOR THE HAGUE CONFERENCE AND BROCKWAY LAWRENCE FOR MILAN CONFERENCE. FOR WORKSHOP B; JOHN BLODGETT THE HAGUE CONFERENCE, AND RICHARD JACKSON, MILAN CONFERENCE.  
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BRIEFING BOOKLET WILL BE FORWARDED BY OED AT A LATER DATE.

6. ALL POSTS REQUESTED CABLE WASHINGTON AND EITHER MILAN OR THE HAGUE BY SEPTEMBER 9 THEIR ETA AND ETD AT CONFERENCE SITE (B BOTH DATES AND FLIGHT NUMBERS) IN ORDER FIRM UP ACCOMODATIONS.

7. SHOULD YOU HAVE ANY QUESTIONS, PLEASE CONTACT COM/BIC/OIM/TOM THOMAS, EXT. 4508.

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INFO OCT-01 ISO-00 /004 R

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APPROVED BY:EUR/RPE:EACASEY

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FOLLOWING REPEAT STATE 210619 ACTION BARCELONA BELGRADE BONN  
DUSSELDORF  
FRANKFURT THE HAGUE HELSINKI LONDON MADRID MILAN PARIS ROME  
STOCKHOLM AUG 25.

QUOTE: UNCLAS STATE 210619

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OIM/TOM THOMAS, EXT. 4508.

8. SEPTELS WITH COMPLETE AGENDA AND FISCAL DATA WILL FOLLOW AT LATER DATE. KISSINGER UNQUOTE ROBINSON

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<< END OF DOCUMENT >>

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 15 SEP 1999  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 25 AUG 1976  
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**Review History:** RELEASED <23 JAN 2004 by ReddocGW>; APPROVED <01 FEB 2005 by morandr>  
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**Review Release Date:** n/a  
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